



## REQUEST FOR PROPOSAL (RFP)

<b>RFP #:</b>	RFP-FY21-042-USA-038
<b>Services Requested:</b>	Global Health Fundraising and Direct Marketing Consulting
<b>Contract Type:</b>	Fixed Price
<b>Issuance Date:</b>	December 24, 2020
<b>Notice of Intent to Participate:</b>	January 05, 2021 at 5pm EST
<b>Last Receipt Date for Questions:</b>	January 05, 2021 at 5pm EST
<b>Deadline for Responses (Date of Receipt):</b>	January 18, 2021 at 5pm EST
<b>Anticipated Award Date:</b>	March 01, 2021 or ASAP



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## 1. Introduction

### Overview of Corus International

IMA World Health and Lutheran World Relief combined in 2020 to create Corus International. Corus International is the parent organization of Lutheran World Relief and IMA World Health, two brands that operate as a single organization.

Founded in 1945, Lutheran World Relief (LWR) is a U.S.-based 501(c)3 organization with a mission to end poverty, injustice, and human suffering. LWR focuses its work on humanitarian assistance and long-term development, laying a foundation for resilience, sustainable adaptation to climate change, and the strengthening of value chains.

Headquartered in Baltimore, Maryland, LWR has an annual operating budget of \$50 million, with funding from Lutheran individual and congregational donors, U.S. Agency for International Development (USAID), the United States Department of Agriculture (USDA), the Bill & Melinda Gates Foundation, the Margaret A. Cargill Philanthropies, and others. LWR's programmatic approaches promote collaboration between public and private institutions to achieve shared impact. In the past 10 years, LWR has successfully executed more than \$60 million in restricted funding from the U.S. government, foundations, and the private sector.

IMA is a global, faith-based nonprofit that helps developing communities overcome their public health challenges. Founded in 1960 as Interchurch Medical Assistance, today's IMA works alongside governments, non-governmental organizations, faith-based and secular agencies to bring the best in science and public health programming to some of the world's most challenging environments. With offices in six countries and more than \$100 million in annual revenue, IMA is a vibrant, growing agency working to achieve health, healing and well-being for all.

IMA offers sustainable and efficient solutions to health-related problems that are far too common in the developing world. IMA believes all people are children of God and thus deserve to lead healthy and productive lives. The founding members of IMA World Health, Protestant Churches and church-based organizations chose to be intentionally ecumenical to provide health services and to build healthy communities around the world. We can do more together than alone; that spirit of joint action remains foundational to IMA today.

## 2. Purpose and Scope

### Purpose of this RFP

Corus International is issuing this Request for Proposal ("RFP") to solicit qualified bidders to provide Global Health Fundraising and Direct Marketing Consulting.

This RFP constitutes an invitation to prospective Bidders ("Bidder") to submit proposals ("Proposal") for the services described herein, and is not considered an offer of contract. All bidders must submit a response that complies with the minimum requirements contained herein.



## Scope of Services

### Objective:

The overall objective of this RFP is to identify and select a Bidder who can provide Global Health Fundraising Strategy and Direct Marketing Consulting.

### Requirements:

The global health fundraising strategy and direct marketing consultant will be required to do the following as we build out our Global Health Fundraising Program:

- Identify Target Audiences;
- Test Fundraising Propositions;
- Identify strategy to scale up;
- Manage ongoing direct marketing;
- Raise tons of money;

### Current Status:

- Donor list of less than 500 individual donors
- Three (3) Fundraising Propositions to test
- **Systems:**
  - Blackbaud CRM
  - Classy Online Giving
  - Donor Relations and Data Support Team

### Key Questions:

- How would you build a new donor acquisition and direct marketing strategy for global health?
- We are seeking to invest up to \$2.5 million in successfully tested donor acquisition and solicitation strategies. What level of investment do you propose for testing and how would it be deployed?
- What past successes of your firm are relevant or analogous to this proposed scope of work?

### Deliverables:

Proposal with plan for first phase of implementation, second stage of testing, and final stage of management for a new Global Health Fundraising Strategy.

### Data to include:

- Estimated Lifetime Value and Cost to Acquire of donors
- Estimated number of new donors
- Estimated revenue



## Period of Performance

It is anticipated that the resulting service agreement (“Contract”) will have a length of one year effective from the date of execution.

## 3. Proposal Guidelines

- a) **NOTIFICATION OF INTENT:** Intent to participate must be submitted by email to [procurement@imaworldhealth.org](mailto:procurement@imaworldhealth.org) before or by the deadline set forth on page 1.
- b) An open period for submitting questions will begin on the issuance date of the RFP. All questions **MUST** be submitted to the RFP contact email address, [Procurement@imaworldhealth.org](mailto:Procurement@imaworldhealth.org), no later **January 05, 2021 at 5pm EST**. Questions will be compiled, and responses sent to all Bidders by **5pm EST on January 07<sup>th</sup>, 2021**.
- c) All Proposals must be in the English language, signed and dated by an authorized employee of the Bidder. In addition to required documents requested, proposals can include additional items such as templates, brochures, media, etc.
- d) In order to be considered, proposals must be received no later than **5pm EST on January 18, 2021**. *Proposals must be submitted by email to [procurement@imaworldhealth.org](mailto:procurement@imaworldhealth.org).*
- e) Bidders are solely responsible to ensure the timely receipt of their proposals. Proposals received after the date and time required will, generally, not be considered unless no other proposals are received.
- f) Proposals may not be altered or corrected after the Date of Receipt, except when Corus at its sole discretion, may permit correction of arithmetic errors, or other clerical or minor mistakes, in cases in which Corus deems that both the mistake and the intended proposal can be established conclusively on the face of the proposal.

## 4. Submission Instructions

Bidders should provide, at a minimum, the following components as part of their proposal for consideration:

- a) Proposal cover page, using *Appendix 1* as a guide
- b) Company background including size, years in business and number/types of clients with whom you work
- c) Proposed approach to meet Corus International’s business requirements
- d) The following documentation:
  - a. Evidence of Bidder’s legal company registration, incorporation or license to do business issued by a competent authority in the country of registration.
  - b. Audited financial statements for the previous fiscal year.
- e) Three (3) active references whose environment, size, and scope are most similar to Corus International. Include a summary of the work completed for each account. Include reference contact names, with telephone numbers and email addresses where they may be reached.



## 5. Evaluation Criteria

In evaluating the proposals, Corus will seek the **best value for money**. Specifically, proposals will be evaluated on the basis of the following criteria. To ensure consideration for this Request for Proposal, your proposal should be complete and include all of the following criteria:

Evaluation Criteria	Weighting
1. <b>Identifying targeted audiences.</b>	10%
2. <b>Testing Fundraising Proposition.</b>	10%
3. <b>Identifying Strategy to scale up.</b>	10%
4. <b>Managing ongoing direct marketing.</b>	10%
5. <b>Raising tons of money:</b> Estimated lifetime value and cost of acquire of donors, estimated number of new donors, and estimated revenue.	10%
6. <b>Budget utilization (Best value for money).</b> Overall strategy and completeness of proposal.	20%
7. <b>Key questions being answered appropriately?</b>	10%
8. <b>Technology and Reporting.</b> Use of technology to provide more efficient account management.	10%
9. <b>Documentation.</b> Submission of all required documentation identified in <i>Section 4 – Instructions</i> .	10%
Total	100%

## 6. Timeline

Activity	Complete by:
RFP document issued	December 24, 2020
Notice of intent to participate	January 05, 2021
Deadline for submission of clarification questions to Corus	January 05, 2021
Responses to questions distributed to Bidders	January 07, 2021
<b>Proposal responses due to Corus</b>	<b>January 18, 2021</b>
<b>Proposal evaluation and follow-up questions, if any</b>	<b>January 27, 2021</b>
<b>Presentations by finalists, if necessary</b>	<b>February 15, 2021</b>
<b>Anticipated Award Date</b>	<b>February 25, 2021</b>
Anticipated Contract Effective Date	March 01, 2021 or ASAP



## Appendix 1 – Proposal Cover Page

*[Use this form or create one in this format]*

<b>Name of Organization:</b>	<b>Primary Address:</b>
<b>Contact Name:</b> <i>(must be an individual with the authority to negotiate and enter into a contract)</i> <b>Title:</b>	<b>Telephone:</b> <b>Email (at least two):</b> <b>Website:</b>
<b>Type of Entity: (check one)</b> <input type="checkbox"/> Non Profit <input type="checkbox"/> For Profit <input type="checkbox"/> Other (specify)	<b>Year registered in:</b> <b>DUNS #:</b> <b>SAM Registration Status:</b>

Authorized Signatory: \_\_\_\_\_

Name and Title: \_\_\_\_\_

Date: \_\_\_\_\_



## Appendix 2 – Corus International General Conditions

1. Proposals must be valid for at least **ninety (90)** days from the Date of Receipt.
2. Prospective Bidders are under no obligation to prepare or submit proposals in response to this RFP and do so solely at their own risk and expense. Corus will not reimburse any costs incurred related to this RFP.
3. If at any time prior to award Corus deems there to be a need for a significant modification to the terms and conditions of this RFP, Corus will issue such a modification as a written RFP amendment to all competing Bidders. No oral statement of any person shall in any manner be deemed to modify or otherwise affect any RFP term or condition, and no Bidder shall rely on any such statement.
4. Corus may request additional information to clarify or substantiate information provided in the proposal or may request revisions to the proposed approach or personnel. After selection, Corus will negotiate the award cost with the selected bidder. A contract will be awarded after the selected Bidder undergoes a pre-award survey to assess the selected Bidder's management capacity and financial capability and after references have been checked.
5. Corus is not bound to accept the lowest bid or any proposal and reserves the right to accept any proposal in whole or in part and to reject any or all proposals.
6. Corus shall not be legally bound by any award notice issued for this RFP until a contract is duly signed and executed with the winning Bidder.
7. Financial Proposal shall be stated in US Dollars.
8. Prior to submission of any protest, all parties shall use their best efforts to resolve concerns raised by an interested party at the contracting officer level through open and frank discussions.
9. The following procedures are established to resolve protests effectively:
  - a. Protests shall be concise and logically presented to facilitate review by Corus. Failure to substantially comply with any of the requirements may be grounds for dismissal of the protest.
  - b. Protests shall include the following information:
    - i. Name, address, and fax and telephone numbers of the protester.
    - ii. Solicitation number.
    - iii. Detailed statement of the legal and factual grounds for the protest, to include a description of resulting prejudice to the protester.
    - iv. Copies of relevant documents.
    - v. Request for a ruling by Corus.
    - vi. Statement as to the form of relief requested.
    - vii. All information establishing that the protester is an interested party for the purpose of filing a protest.
    - viii. All information establishing the timeliness of the protest.



- c. All protests will be addressed to the contracting officer or other official designated to receive protests.
- d. Protests based on alleged apparent improprieties in a solicitation shall be filed before bid opening or the closing date for receipt of proposals. In all other cases, protests shall be filed no later than 5 days after the basis of protest is known or should have been known, whichever is earlier.